

2007 ARIZONA VISITOR PROFILE

TOTAL DOMESTIC OVERNIGHT RESIDENTS VS. NON-RESIDENTS

	Overnight Residents	Overnight Non-Residents	Total Overnight
Domestic Visitors	9.9 million	23.3 million	33.2 million
Average Length of Stay	1.9 nights	4.2 nights	3.5 nights
Average Age	47 years	49 years	48 years
Average Household Income	\$74,700	\$86,000	\$82,500
Average Travel Party Size	2.3 persons	2.1 persons	2.2 persons

QUARTER TRIP STARTED			
	Overnight Residents	Overnight Non-Residents	Total Overnight
1st Quarter	19%	27%	25%
2nd Quarter	30%	25%	26%
3rd Quarter	34%	22%	26%
4th Quarter	18%	26%	24%

MAIN MODE OF TRANSPORTATION			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Auto	87%	50%	61%
Air	2%	39%	28%
Other	12%	11%	11%

PURPOSE OF STAY			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Business	21%	23%	22%
Leisure	79%	77%	78%
Getaway Weekend	34%	9%	17%
General Vacation	12%	20%	17%
See Friends/Relatives	16%	32%	27%
Special Event	10%	7%	8%
Other Personal	6%	10%	9%

TOTAL DOMESTIC OVERNIGHT
RESIDENTS VS. NON-RESIDENTS
(CONTINUED)

ACCOMODATION TYPE			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Paid Hotel/Motel	55%	55%	55%
High End	19%	14%	16%
Mid-Level	15%	20%	19%
Economy	20%	16%	17%
Other	2%	4%	3%
Paid Non-Hotel/Motel	11%	7%	8%
Apartment/Condo	0%	1%	0%
Bed & Breakfast	0%	0%	0%
Camping/RV	8%	2%	4%
Ship	0%	0%	0%
Timeshare	0%	3%	2%
Other	2%	1%	1%
Non-Paid	30%	37%	35%
Apartment/Condo	26%	30%	29%
Bed & Breakfast	0%	0%	0%
Camping/RV	2%	0%	1%
Timeshare	0%	0%	0%
Other	2%	4%	4%
Unspecified	1%	2%	1%

HOUSEHOLD INCOME			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Average HH Income	\$74,700	\$86,000	\$82,500
Under \$50,000	32%	27%	29%
\$50,000 - 74,999	23%	16%	18%
\$75,000 - 99,999	15%	17%	17%
\$100,000 or Higher	30%	39%	36%

TRAVEL PARTY COMPOSITION			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Avg Travel Party Size	2.3 persons	2.1 persons	2.2 persons
One Adult	31%	33%	32%
One Male and One Female	33%	39%	37%
Two Males or Two Females	4%	4%	4%
Three or more Adults	4%	9%	4%
Families	27%	15%	19%

TOTAL DOMESTIC OVERNIGHT
RESIDENTS VS. NON-RESIDENTS
(CONTINUED)

AGE			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Average Age	47 years	49 years	48 years
18-34 years	23%	24%	24%
35-54 years	46%	37%	39%
55+ years	31%	39%	37%

ORIGIN STATE			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Arizona	100.0%		31.0%
California		36.4%	25.1%
Texas		9.1%	6.3%
Illinois		7.8%	5.4%
New Mexico		3.9%	2.7%
Nevada		3.8%	2.6%
Ohio		2.9%	2.0%
Colorado		2.4%	1.6%
Washington		2.2%	1.5%
Michigan		2.1%	1.4%

PRIMARY ACTIVITY PARTICIPATION WHILE IN ARIZONA ²			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Dining	35%	33%	34%
Touring/ Sightseeing	18%	25%	23%
Shopping	17%	22%	21%
Entertainment	15%	20%	19%
Park: National, State	9%	10%	10%
Hike, Bike	11%	6%	8%
Visit Historic Site	7%	6%	6%
Look at Real Estate	2%	7%	6%
Camping	10%	2%	4%
Night Life	3%	5%	4%
Nature/ Culture	9%	2%	4%
Gamble	5%	4%	4%
Museum, Art Exhibit	2%	5%	4%
Attend Sports Event	1%	5%	4%
Festival, Craft Fair	4%	3%	4%
Golf	1%	5%	3%
Group Tour	3%	3%	3%
Hunt, Fish	6%	1%	3%
Concert, Play, Dance	4%	2%	2%
Other Adventure Sports	3%	2%	2%